Department: 09 Engineering and Management

Course title: Innovation, Product Development & Technology Entrepreneurship

Hours per week (SWS): 3

Number of ECTS credits: 4

Course objective:
- Competence Level 2 „Understand“:
  - Incremental / Radical Innovation.
  - Sustainable / Disruptive Innovation.
  - Reframing / Blue Ocean Strategies.
- Competence Level 3 „Apply“:
  - Delivering a start up pitch
  - Design Thinking.
  - 4 Actions Framework.
  - Business Model Canvas
- Competence Level 4 „Analyse“:
  - Feasibility Analysis.
  - Financial Models.
  - Business Plan/ Business Case

Prerequisites: None


Teaching methods: Semir-like lecture, excercises

Assessment methods: modA
- report (10 - 20 pages) 50%
- presentation (10 minutes) 50%

Language of instruction: English

Name of lecturer: Marcelo Machado, Ph.D.

Email: 

Course content:
- The innovation imperative, innovation strategies & creativity.
- Product concept and value proposition.
- NPD decisions & process
- Incubators, accelerators and the start up ecosystem
- Innovative product or service, the business case

Remarks:
- Attendance time: 45 hours
- Private study, exam preparation: 75 hours